

## **Steering Committee Meeting State Scenic and Recreational Highway Plan**

September 24, 2009, 1:00 – 5:00 PM

WSDOT's North Central Region Conference Room

1551 North Wenatchee Ave., Wenatchee WA

Conference Call/Go-To-Meeting: 360-709-8062 (x8062 WSDOT users); Pin 1076717

### **Meeting Summary**

#### **Attendance**

##### **Steering Committee Members in Attendance:**

Sandra Balch, Local Byway Group Representative  
Chris Branch, Cascade Bicycle Club/Local Byway Group Representative  
Jim Eychaner, Washington State Recreation and Conservation Office  
Ken Galor, Local Byway Group Representative  
Betsy Grabel, Office of Tourism, Washington State Department of Commerce  
Greg Griffith, State Department of Archeology and Historic Preservation  
Ruth Harvey, Association of Washington Counties  
Maree Lerchen, Local Byway Group Representative  
Bonnie Lippitt, Forest Service  
Leslie Johnson, Tribal Transportation Planning Organization/Local Byway Group Representative  
Randy Person, Washington State Parks  
Paula Reeves, WSDOT Highways and Local Programs  
Amy Asher, MPO/RTPO Coordinating Committee

##### **Steering Committee Members Absent:**

Association of Washington Cities  
Office of Growth Management, Washington State Department of Commerce  
FHWA  
Washington State Department of Natural Resources  
Washington State Transportation Commission

##### **Other Interested Parties Attending in Person or via phone/web:**

Patrick Arnold, WSDOT NC Region  
Victorah Arsenian, Northwest Tribal Tourism/Pacific Coast Scenic Byway  
Herb Balch, Private Citizen  
Cindy Bjorklund, Private Citizen Representing North Cascades Scenic Byway  
Michelle Campbell, Washington State Department of Commerce  
Charlotte, Claybrooke, WSDOT Highways and Local Programs  
Bill Fraser, Washington State Parks  
Janna Girgras, Private Citizen Representing San Juan County Scenic Byway  
Karl Herzog, WSDOT Strategic Assessment Office  
Dave Honsinger, WSDOT NC Region  
Ryan Karlson, Washington State Parks  
Carole MacDonald, Private Citizen Representing Mt. Baker Scenic Byway  
Paul Mahre, WSDOT NC Region  
Mary Kay Nelson, Private Citizen Representing White Pass Scenic Byway  
Chris Parsons, Washington State Parks  
David Severance, Private Citizen Representing Stevens Pass Greenway  
Henry Sladeck, Private Citizen Representing Stevens Pass Greenway  
Nancy Trucano, Private Citizen Representing Cascade Loop  
Curt Warber, Private Citizen  
Elizabeth Sjostrum, WSDOT NW Region

## Introduction

Paula Reeves, WSDOT, called the meeting to order, thanked the attendees for traveling to the meeting, asked for public comment, and asked for feedback on the meeting summary from the July 15<sup>th</sup> Steering Committee Meeting. She introduced WSDOT Staff present. Dave Honsinger, WSDOT NC Region Planning Manager, welcomed everyone to Wenatchee and the WSDOT Office and helped to facilitate throughout the meeting.

The Steering Committee reviewed and approved the July 15<sup>th</sup> Meeting Summary with one change to the list of attendees.

The WSDOT staff gave a background presentation on Washington's Scenic and Recreational Highways Plan Update including a recap of the requirements, timeline, content of the state statutes, and discussion of purpose. Charlotte Claybrooke, WSDOT, led a group discussion of the primary elements of Scenic and Recreational Highways including: travel experience and services; stewardship, planning and integration. The Steering Committee voted, all in favor, to make these elements the focus of the Scenic and Recreational Highways Plan. Karl Herzog, WSDOT, led a group discussion of possible objectives and performance measures associated with the primary elements of Scenic and Recreational Highways, what they are and why they are important.

**A complete list of these potential objectives and performance measures discussed during the meeting is available through the State Scenic Byway Program at 360-705-7258 or email [Reevesp@wsdot.wa.gov](mailto:Reevesp@wsdot.wa.gov).**

Presentation materials are available on the Plan Update website:  
<http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/BywaysPlan.htm>

## Steering Committee Discussion

Following the presentation, meeting attendees spent the majority of the meeting discussing the content of the presentation and the primary elements of the Scenic and Recreational Highways Plan. The following is a summary of the key points and questions from the discussion.

**To receive a full transcript of the meeting contact the State Scenic Byway Program at 360-705-7258 or email [Reevesp@wsdot.wa.gov](mailto:Reevesp@wsdot.wa.gov).**

**Key points and questions (point or question in *italics* and discussion in normal font):**

*Is the Scenic and Recreational Highways Plan part of Washington's Transportation Plan and Highway System Plan or can it stand alone.*

The Scenic and Recreational Highways Plan will be written as a stand alone piece, but part or all of it may be incorporated into other, broader plans.

*What timeframe will the plan cover? Will this Scenic and Recreational Highways Plan ever be updated again?*

The Plan is to cover a twenty year planning period. WSDOT plans to revisit the Plan every two years and update it when needed as with all other elements of Washington's Transportation Plan.

*How are the two background papers going to be used in this process?*

The two Background Papers will help to generate discussion around two important areas – #1 Policies, Practices and Process and #2 Goals and Performance Measures. The resulting discussion will help to formulate the first draft of the Plan. Feedback on all the documents will be accepted throughout the development of the plan. Please contact WSDOT staff or visit WSDOT's website to provide feedback and to get copies of all the documents...

<http://www.wsdot.wa.gov/LocalPrograms/ScenicByways/BywaysPlan.htm>



*How will this plan help the local byways groups to access federal funding?*

Addressing federal funding through the National Scenic Byways Program is not within the scope of the Plan. The purpose of the plan is to develop program level goals, objectives and performance measures in order to:

- provide guidance to WSDOT programs,
- inform other planning efforts such as the Washington Transportation Plan,
- provide heightened awareness of the value of the state scenic system, and
- fulfill the need to include a Scenic and Recreational component to the Multi-Modal Transportation Plan as required by state law (47.06).

*Where do traveler services fit into the plan; “tourism” may not be the right term to describe traveler services?*  
Tourism/traveler services is one of the elements of the plan.

*This Scenic and Recreational Highways Plan should integrate with other state and regional plans, not just transportation plans (i.e., Parks Plans, Forest Service Plans).*

**Note:** The group referred several times to the draft definitions of tourism, stewardship, and planning provided on Page 8 of Background Paper #1:

- Stewardship – protecting, preserving, and enhancing resources associated with the state Scenic and Recreational Highways.
- Tourism – enhancing access to resources associated with Scenic and Recreational Highways.
- Planning – improving the implementation of corridor management plans by connecting them with other required local, regional and state plans.

*It would help to clarify roles associated with each of these elements. Different agencies and organizations have different roles in each of these areas.*

*The Corridor Management Plans developed by the local byway groups should not be viewed as regulatory documents.*

This is unlikely in any case. In Washington, Cities and Counties develop local comprehensive plans and associated regulations. Corridor Management Plans, if developed in a coordinated fashion, may serve as resources or contribute to those local comprehensive plans.

*Integration and collaboration are important parts of the planning process.*

*What is the difference between a Corridor Management Plan for a Scenic Byway and a Corridor Management Plan for a Scenic and Recreational Highway? How many local level plans exist for Scenic and Recreational Highways?*

The National Scenic Byway Grant program provides funding for Corridor Management Planning and provides some interim policy guidance on how to develop these plans and what they should include. However, that guidance has not been formally adopted by FHWA. Washington state law (RCW) and Washington Administrative Code (WAC) do not currently contain guidance or direction for how to develop Corridor Management Plans or what they should contain.

Yakima Canyon Scenic and Recreational Highway has a Corridor Management Plan developed by State Parks. Other Scenic and Recreational Highways have Corridor Management Plans with different types of information and level of detail.

*Will this Scenic and Recreational Highways Plan be a strategic plan?*

The Plan will have goals, objectives and performance measures as required for all state plans and programs, so in this regard – yes.

*What is the difference between these terms “goal” vs “objective” vs “strategy”?*

- Goals – broad, high-level statements of an organization’s desired future direction or outcomes that they strive to achieve.
- Objectives – break down goals into smaller, more specific pieces. They describe the measurable results an agency is expected to accomplish within a given time period.
- Strategies – statements of methods for achieving goals.
- Performance Measures – tell the story of how the agency intends to bridge the distance between where it is today and where it would like to be in the future.

(See OFM guidance – <http://www.ofm.wa.gov/budget/instructions/other/2009performancemeasureguide.pdf> )

*The definition of stewardship should include both stewardship of natural and cultural resources and stewardship of WSDOT facilities.*

## **Public Comment Period**

The following is a list of people who signed up to make public comment and the comments they provided.

Cindy Bjorkland, North Cascades Scenic Byway: no longer present

Bill Fraser, State Parks: I want to draw your attention to the Ice Age Floods National Geologic Trail, recently established by Congress that includes some of the highways from Spokane to and through the Coulee Corridor National Scenic Byway, then to the Columbia River and ultimately to the Pacific Ocean. Would like to see WSDOT get involved in this project. State Parks has requested that WSDOT be added to the National Park Service’s Planning Team.

Ryan Carlson, State Parks: Following up on Randy Person’s comments, I am the Interpretive Program Manager for State Parks. This plan is the back bone to other related plans. We have the state wide Heritage Marker Program that includes 60 plus marker sites. We know where these sites are and should look at assessment, monitoring, and preservation. Scenic Highways are important to State Parks. These are the corridors that get people to the state parks. I support the idea of performance measures. The Plan should include number of park occupants and other measures related to parks near Scenic Highways.

Curt Warber, Parametrix: I am still struggling with scope issues. It would be useful to have an understanding from the DOT perspective of how the Scenic Byways and the Scenic and Recreational Highways fit together. DOT has consistently and correctly stated in the planning process that the Scenic and Recreational Highways are separate from the National Scenic Byways Program. However, much of the activity associated with Scenic and Recreational Highways, specifically the planning, access, and stewardship mandate from state legislation, overlaps with the work of local byway groups and participation in the National Scenic Byways program. From the DOT perspective, what activities related to the Scenic and Recreational Highways are exclusively part of the Scenic and Recreational Highways, what activities are shared between the Scenic and Recreational System and the National Scenic Byways program, and what activities are exclusively related to the National Scenic Byways program? What will be the focus of the Plan and what do you hope to achieve? Is there anything useful that can be taken from past work WSDOT has done, specifically the “Defining Washington’s Heritage Corridors” document from 1995 and the update completed in the early 2000’s? I am curious about efforts to make the lines match up between the Scenic and Recreational Highways and the byways system. I would encourage getting options for that part of the plan out for discussion sooner rather than later. In addition to the information Greg Griffith provided, another project I am working on that may be of interest to the group is the National Maritime Heritage Study. I have four extra copies of the draft feasibility study for those interested.

Victorah Arsenian, Northwest Tribal Tourism, Pacific Coast Scenic Byway: It is important to clarify the difference between a Scenic and Recreational Highway element of the Multi-Modal Plan and a Scenic and Recreational Highway Plan. State law (RCW 47.06) calls for a Scenic and Recreational Highway element.

Nancy Tracano, Cascade Loop: We are talking a lot about the difference between the State Scenic and Recreational Highways and the National Scenic Byway Grant Program, but there are many points where these two programs cross and overlap. We believe that this plan will effect our ability to get National Scenic Byway grants and that local byway groups will have to be consistent with this Plan and the elements that Steering Committee is discussing - tourism/travel experience, stewardship, planning and integration. I am all for blue lines [Scenic and Recreational Highways] and red lines [Scenic Byways] on your map being consistent.

## **Closing Comments – Next Meeting**

Maree Larchen, Local Byway Group Representative/White Pass Scenic Byway: Stated for the record that the local byway groups would like to have 5 positions and a tribal nations representative on the Steering Committee instead of 2 positions.

Paula Reeves pointed out that there were 5 local byway groups represented as well as a representative from the Tribal Transportation Planning Organization at the Steering Committee for this meeting.

Paula Reeves asked for all comments on Background Paper #1 by **October 31, 2009** and said that Background Paper #1 would be posted in early October. She asked for any last comments and asked the attendees to mark their calendars for the next meeting to be held on **November 5<sup>th</sup>, 2009** from approximately 1pm to 5pm at WSDOT's Mt. Baker Area Office in Burlington. More information to follow.

The Steering Committee adjourned the meeting at approximately 4:45pm.